WHAT IS CLAIMED IS:

1.   An electronic commerce system using an electronic payment information in which a commercial transaction is achieved between a purchase means of a purchaser and a sale means of a seller on the network, comprising:

5   a purchase means 100 in which a purchaser receives a selling product and service information and purchases a corresponding product or service;

a product sale means 200 in which a product or a service having an electronic payment recognition code information of a product code and a product model sold on the network NT is sold;

10   a home shopping means 300 connected with the network NT in such a manner that a direct commerce transaction is achieved between the purchase means 100 and the product sale means 200;

a newspaper or TV advertisement means 400;

a financial payment proxy organ 500 connected through the network NT

15 in such a manner that a payment is achieved between the home shopping means 300 or the newspaper or TV advertisement means 400 and the purchase means 100; and

a delivery company 600 for delivering the products.

2.   The system of claim 1, wherein said product sale means 200 includes a

20 product sale unit 210, and a product information DB 250 connected with the product sale unit 210 for managing a database of the product information.

3.   The system of claim 1, wherein said product sale unit 210 includes:

a product information providing server 212 for selling the products in wholesale or retail sale;

a sale managing server 214 for receiving a payment code of the product

5   code and product model of the selling products (items) from the product sale unit 210 and an information of the purchaser and managing a sale status of each product so that the product is delivered to the purchaser;

an electronic payment server 216 connected with the sale managing server 214 of the product sale unit 210 for storing a payment code of the

10   product code and product model of the selling products or items of the sale managing server 214 and an information status of the purchaser into the electronic payment DB 258 of the product information DB 250; and

a product code approval server 218 connected with the electronic payment server 218 for approving a payment information based on the products

15   sold by the company codes of a requesting seller from the seller DB 254.

4.   The system of claim 1, wherein said product information DB 250 includes a purchaser DB 252, a seller DB 254, a product sale DB 256, and an electronic payment DB 258 as an information with respect to the product sale unit 210.

20   5.   The system of claim 1, wherein said product code approval server 218 includes a PDA (Personal Digital Assistant), a cellular phone, a cash stored card

with a communication function, and a remote controller with a communication function.

6.   The system of claim 1, wherein said electronic payment approval code information of the product includes a product model recognition code, a sale code provided to each sold product, an address code of a seller, a member classification code of a purchaser who purchased a product, a corresponding member name and ID, a sale time at the time when the product is sold, a quality of products sold, and a sale price.

7.   The system of claim 1, wherein said electronic payment recognition code of the product code and product model for the electronic payment information by the products and advertisements includes a WINC method that is an internet recognition system, a WILS method, an ENUM (Telephone Number Mapping), and a URN (Uniform Resource Name) method wherein above methods are provided as an inherent recognition system for each company.

8.   The system of claim 1, wherein said product information DB 250 includes a purchaser DB 252, a seller DB 254, a product sale DB 256, and an electronic payment DB 258.

9.   An electronic commerce method using an electronic payment information in which a commercial transaction is performed between a purchase means of a purchaser and a product sale means of a seller on the network, comprising:

a step S32 for connecting a purchase means 100 to the network for issuing/registering/managing an electronic payment recognition code information of a product code and a product model using an electronic payment information of a product or an advertisement;

5   a step S34 in which when a purchaser selects an electronic payment recognition code information of a product code and a product model that a customer wants to purchase from a product group list advertised in a home shopping means 300 or a newspaper advertisement and TV advertisement means 400, the product sale managing server 214 provided a product model

10   recognition code list of the products that the purchaser selected, to the purchaser, and the electronic payment server 216 provides an electronic payment information to the product or the advertisement;

a step S36 in which an electronic purchase is requested using an electronic payment information service of the product sale means 200 that

15   prepared the products and advertisements in the electronic payment information providing step S34;

a step S38 in which the electronic payment server 216 that performed the electronic purchase request step S36, approves a corresponding payment content confirmation and a user approval for thereby approving a payment; and

20   a step S40 in which the product is delivered in the case that there is not any error in the user approval and payment approval step S364.

10.   The method of claim 9, wherein said electronic payment information providing step S34 includes:

a step S342 for receiving an issuance of an electronic payment information based on the contents registered in the sale managing server 214 of

5   the product sale unit 210 so that the manufacturer of the product and the advertisement provides an electronic payment information service; and

a step S344 in which the manufacturer of the product and the advertisement indicates a product model recognition code information from the electronic payment server 216.

10   11.   The method of claim 9, wherein said user approval and payment approval step S38 includes a step S382 for correcting an error when there is an error.

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